

Eastern States Radio Corporation  
Columbus 16, Ohio

April 20th, 1953

Dear Station Manager:

We are happy to advise you that the American Tobacco Company would like again next year to sponsor the Lucky Strike program series on your station.

Enclosed for your consideration are two copies of the contract for these broadcasts. Differences between the new contract and the current contract under which you are now broadcasting are as follows:

1. Next year your station will not be required to agree not to carry advertising competitive to Lucky Strike.
2. However, in accordance with standard network practices, your station is asked to agree not to carry any advertising competitive to Luckies within the periods 30 minutes before and 30 minutes after any programs you do for Lucky Strike.
3. All rights to the program material you receive from United Press are reserved to Luckies. You cannot sell any UP news, sports, or feature programs to any sponsor except Lucky Strike.
4. You may carry as many sustaining programs featuring UP news, sports, and features as you want; but each such sustaining program must be introduced and closed with "This (news) is brought to you through the courtesy of Lucky Strike cigarettes."

Again next year your station will be asked to provide 12 programs a week in exchange for the news service (or 13 programs a week if you broadcast commercially only 5 days a week). Exact times again will be recommended in advance by you, but are subject to final approval of the sponsor. And, you must have a regular schedule, so that the Luckies programs are heard at the same time every day throughout the year. As in the current contract, you must agree to furnish a minimum of 312 15-minute broadcasts for Luckies during the school year.

Sign and keep for your files the enclosed copy of the contract which has been signed by representatives of ESRC. Sign the other copy and return it to us at once together with one copy of next year's schedule sheet. Note: Two signatures are required from the station - preferably, the manager should sign first (on the line marked "by"), and the faculty advisor should sign second (on the line marked "as to the Broadcaster"). If a faculty advisor is not immediately available, however, the second signature may be that of a student who will hold some office next year.

Please return our copy of the contract and next year's schedule sheet immediately in the air mail return envelope provided. Of course we will be happy to answer any questions which may come to your mind about next year's series if you will contact us by air mail.

Sincerely,  
EASTERN STATES RADIO CORPORATION

